

THE DISPATCH FOUNDED 1862.
THE TIMES FOUNDED 1824.

RICHMOND, VA., SUNDAY, JULY 2, 1911.

PRICE FIVE CENTS

REAL ESTATE AND BUILDING NEWS

While City Dealers
Take Rest Subur-
banites Get Busy.

BIG SALES MADE
IN ALL SUBURBS

Monument Annex Leads, West-
hampton Is Prominent—Col-
lege View Gets in View.
Colonial Place a Close Sec-
ond—Barton Heights
Looms Up.

In the real estate realm the rental agents and the dealers in suburban property were decidedly in the saddle the past week, while the investors and speculators and traders in strictly city property, and business locations and business propositions were in the background. These latter were in the background because this is the season when they like to be there. It is their resting season, and they are financially able to take a rest, for they have made big profits and a good many of them the past busy season; that is, those of them who got on the right side did. So also have the agents who engineered the deals by which the speculators and investors did such satisfactory business, and they, too, are taking a summer's rest, a rest they feel that they are entitled to. The suburban dealers and the rental agents would also like to have a little rest, but they have business right at hand to look after, and they have been mighty busy the past week looking after it.

There were some good sales of city property, sales on the small order and scattered all over the city. In the main these sales were of residence property, and probably the only cash deal in strictly business property that was made was pulled off in South Richmond, and that was a deal that has for a long time been hanging on the string, and at one time was so sure of consummation that it was reported. It involved a matter of \$10,000, and H. Seldon Taylor & Company pulled it off.

Doing Within the City.

An interesting deed that went to record on Friday was one conveying to Hunter B. Frischkorn the property at Ninth and Cary Streets, now occupied by the Smith-Courtney Company. It was a deed made by W. Fleet Kirk and wife and Reuben Burton and wife, and while it mentioned only \$10 as a consideration, it is no secret, for it has already been published, that Mr. Frischkorn paid \$80,000 for the goods, and he got it cheap enough. The real estate firm of Ruffin & Sloan engineered the deal.

It is difficult to figure up the total amount of the small deals in residential property that were made during the week for the agents as well as the buyers and sellers are very reticent in this hot weather, and then, too, some of the transactions were in the nature of trades, and thus figures double themselves. For instance, the firm of Amos & Poindester is rejoining in a week's business that footed something like \$30,000, and they collected commissions "going and coming," but after all it was in the nature of a trade, whereby some good Main Street corner lot business property was swapped for four residences in the West End. Considerable business of this kind was done in a small way, and that with the straight sales on the small order that were made make a city footling of something like \$200,000, and that is not bad for a hot and otherwise dull season.

Rushing Business in Suburbs.

But the city did business that was calculated to beat the hot spell, and the band is weakened by the hot spell. Goslan & Nash sold seven lots in Westhampton, and a number of lots near unto Westhampton running their total sales up to about \$18,000. This firm also sold eighty acres to the west of Westhampton, but they declined to give the name of the purchasing syndicate or the figures that were made. And they ought not to give the figures, for it is believed to be the intention of the buyers to develop their purchase and make it into a new suburb.

Perhaps the biggest rush business of the week was done by Blanton & Co., the men who are exploiting Monument Annex, a property which for reasons that have already been given in detail, has become exceedingly attractive. The agents told the people plainly and in a straightforward way that the prices of Monument Annex lots would have to be considerably advanced yesterday. This announcement made would be buyers get very busy, and it is said that a hundred lots were sold last week at the old price. Blanton & Co. will announce in the same straightforward way the scale of prices to be regarded from now on.

Home Builders to the Front.

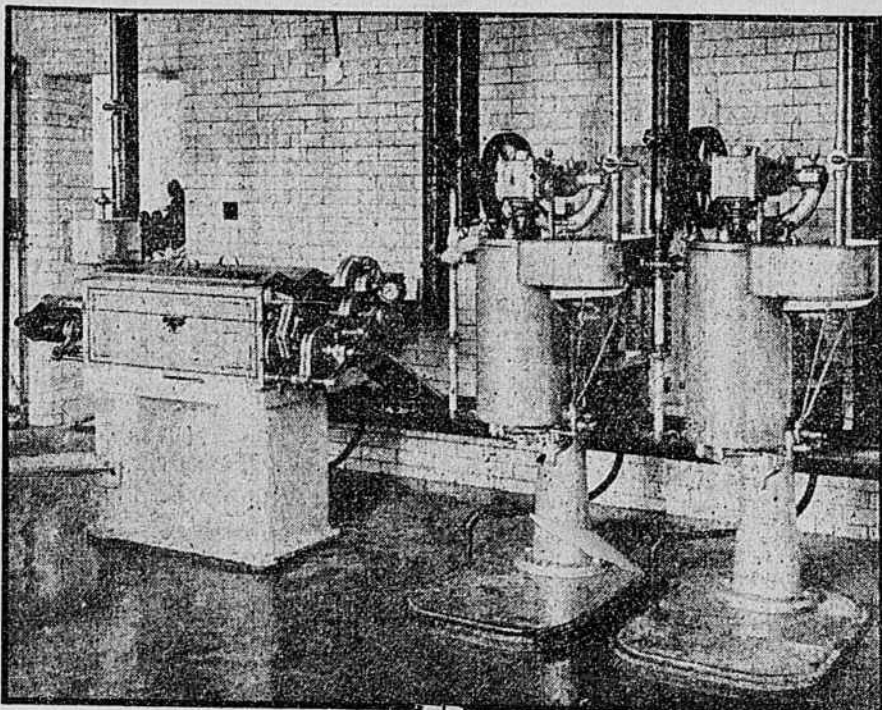
The College View people also had a mighty good week, and E. H. Lombardi, the man in charge of this splendid property sold thirty-five lots. He was kept busy all the week automobiling people out to look at the location, and every man he carried must have made up his mind before he started or become charmed who he got there, for Lipscomb makes the record of having sold a lot to every investigator who looked upon the lay of the ground. A majority of the buyers were home builders and are already negotiating with contractors to erect homes for immediate occupancy.

Colonial Place was also in the lime-light, and the agents report good sales for the week, amounting to twenty-two eligible lots, and these lots were also sold to homebuilders.

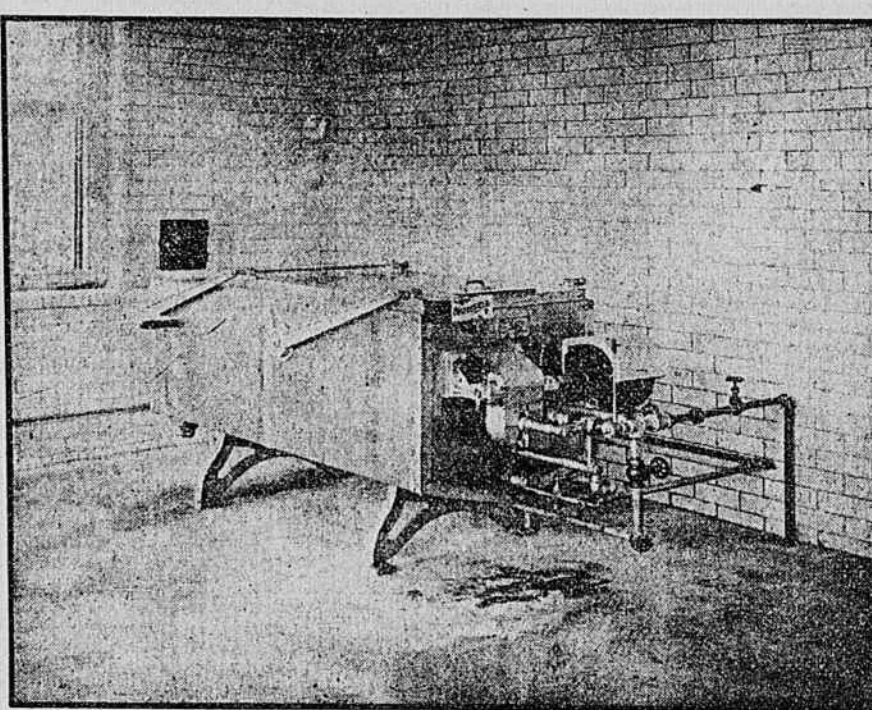
Hermitage Park, a new proposition just placed on the market by a strong company, with E. A. Catlin & Co. as the sales agents, is also attracting

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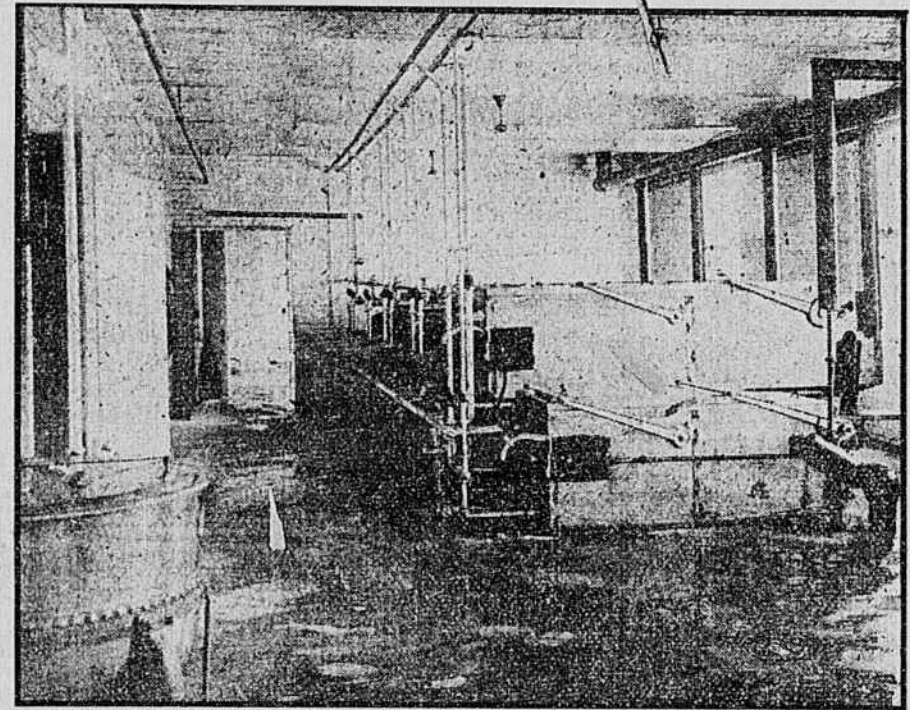
BIG ICE CREAM FACTORY, RICHMOND'S NEWEST INDUSTRY



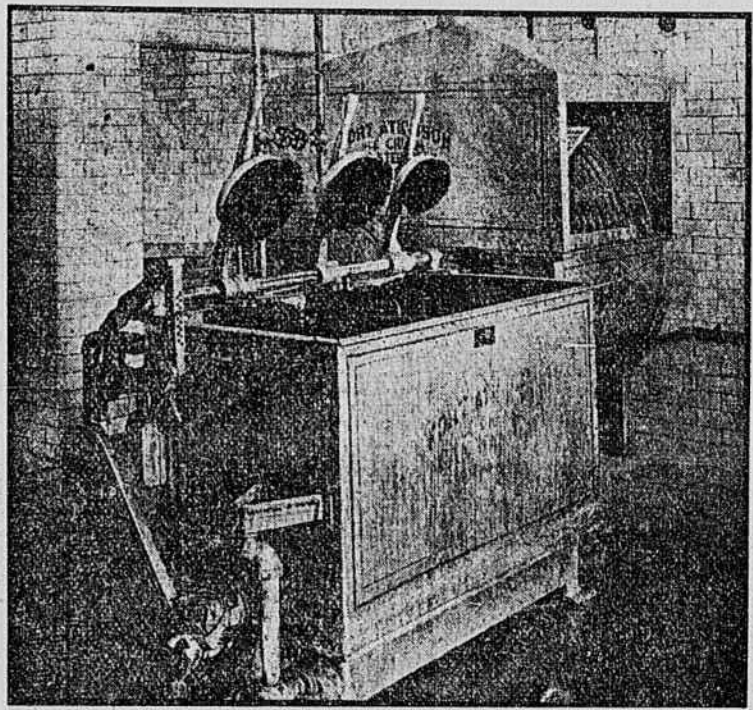
FREEZING ROOM.



STANDARDIZING ROOM.



CREAM STORAGE VATS AND CHOCOLATE COOKER.



CAN STERILIZING ROOM.

VIEWS AND NEAR VIEWS; HINTS AND SUGGESTIONS

Doleful Crop Reports Subject to Discount—The
Corn Outlook—Small Farms Once More—A
Flowery Editor—Bring Dutchmen to
Virginia—Other Hints.

BY FRANK S. WOODSON,
Industrial Editor.

This is the season when we hear doleful reports of the forthcoming crop, and this year, the seasons having been unusually unfavorable up to four weeks ago, the reports carry a trifle more than the usual load of pessimism and dolefulness. J. J. Owen, of the State Agricultural Department, has been quoted as saying the tobacco crop will be at least 25 per cent short this year. Maybe it will be an average, all of the tobacco-growing sections of the South being taken as a whole, but there is a great deal of "come out" in the late planted weed in Virginia, and I submit that, notwithstanding the late planting season and the dry weather that came along, it is yet too early to figure on the final outcome of the tobacco crop in Virginia.

There may be, doubtless will be, considerable "shortness" here and there, but taken as a whole, Old Virginia is going to make a pretty good tobacco crop this year, unless the frosts come mighty early next fall. So far as the sun-cured stock is concerned I will make an even wager that the counties which do the sun-curing stunt will market more pounds from the crop of 1911 than they did from that of 1910. The demand for sun-cured stock is growing every year, and my information is that, notwithstanding the bad seasons and the dry weather, the growers of that type of tobacco have made and are yet making prodigious efforts to meet the increased demand, and in so doing they have acted wisely.

And as for corn.

It is a little too soon for the pessimistic prophets to commence operations on the corn crop or to begin to tell us how much of a shortage we are going to have to settle with in the matter of corn this year. The fact is that the dry weather, and that is now a thing of the past, did not hurt corn as much as it did some other things. The indications are that the lowgrounds and the uplands of Virginia and North Carolina will grow considerably more corn this year than they did last year, and if the reports of a whole lot of unfavorable conditions in the West prove to be half-way true, corn will sell for much more money next fall and winter than it did last fall and winter. The Virginia-Carolina corn-growers will have a lot of "velvet" when corn-selling

time comes around, and late corn will be just as high as the early product. With our long seasons in Virginia and North Carolina, we are always strong on the late corn. I have known corn that was planted in the middle of July to mature before October.

Small Farms—Again.

A regular reader of the Industrial Section of The Times-Dispatch last week patted me on the back and after saying mighty nice things about the Industrial Section and the good work he was kind enough to think it is doing, said: "Keep on advocating small farms and intensive farming. I tell you it is the salvation of Virginia. Your big two thousand and five thousand acre farmers have had their day. One here and there may pay a man who has the business capacity and the capital to run it on scientific principles but in fine farming section of Virginia and all of its sections are that, I would rather see twenty-one hundred acre farms in operation than one two thousand acre plantation, no matter how much capital and how much scientific knowledge the two thousand acre man may have. Just think what Virginia would be if it were cut up into farms of from 75 to 150 acres and each managed by an intensive farmer." It would take a column, maybe two, to hold the facts and figures this regular reader gave me to prove his theory, and so I can't use them. I just throw out the hint as he hinted it to me.

The Hollyhock.

Rev. Dr. James Power Smith, a lover of nature and a man who just dotes on flowers, especially woods flowers that grow without cultivation, used to write for the Central Presbyterian some of the most charming little flower stories that ever found their way into print. A member of the editorial staff of the Ohio State Journal is a man after Dr. Smith's own heart. In fact I sometimes half way suspect that the doctor is writing for that paper, for nearly every day there is a little seasonable skit in the editorial column like the following, which I have just clipped:

"Now comes the hollyhock staring at you as if it wondered what you were doing here. It came over from India and liked this land so well that it located anywhere, even in the alleys. There is enough of color and grace about it to make it pretentious, but it isn't a bit. It dresses in pink, red and

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THE SHIPPING ROOM.

WHITE ORPINGTON; ITS ADVANTAGE

The Short Horn of the Great
Chicken Family May Be
Improved.

BY WALTER C. SCHAAF.

The Orpington possesses a few splendid qualities which are peculiarly its own; it is the largest clean-legged fowl that we have; its shape is unlike that of any other fowl, being low on the legs, and long and broad in body, with a deep, full breast, comparing with other breeds of poultry as the Shorthorn does to other breeds in the cattle family.

In selecting the members of the breeding pen, shape and size must be given first consideration, too many birds conform more to the Rock or Wyandotte type in being too high on the legs, or too narrow across the back; the back must be broad and long, and the legs short and set well apart if we would have the true Orpington type, the deep, full breast also is one of the prominent features, and none of the best specimens in

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FARMERS TO HEAR NOTED SPEAKERS

Practical Men Will Deliver Ad-
dresses at North Carolina
Convention.

(Special to The Times-Dispatch.)

Raleigh, N. C., July 1.—For the North Carolina farmers' convention, which will be in session at the Agricultural and Mechanical College here August 29, 30 and 31, a number of prominent specialists from many parts of the country and high in official connection, have been secured to participate. W. H. Caldwell, secretary of the American Guernsey Club, will speak of the Guernsey cow and her island home, this breed being one of the most famous milk producers. W. H. Merriman, a practical farmer of Illinois, who has obtained big results in hog raising, will discuss "Raising Berkshire." O. B. Martin, in charge of the Boys' Corn Club work in the Southern States for the United States Department of Agriculture, will give to the convention of farmers an illustrated lecture on the corn club work. In this connection Ernst

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VIRGINIA ALFALFA; HOW TO MAKE IT

Any Virginia Land That Has
Clay Subsoil Will Grow It
All Right.

BY T. O. SANDY.

The interest that is being taken in the growing of alfalfa all over the State of Virginia is a step in the right direction.

Cato, that sturdy old Roman, who lived 2,000 years ago, tells us how to get a stand of alfalfa. His methods were good. Fine seed bed. Instead of seeding it broadcast, it was seeded in rows twelve inches apart, and worked well for the season. Three-fourths of an acre was allowed to three horses for twelve months.

Virginia Can Grow Alfalfa.

Now that so many people are interested in the growing of alfalfa, it will give below my methods, which, if followed to the letter, will bring good results:

All of the land in Virginia that has a clay subsoil will bring alfalfa. Ten years' experience has taught me that red clay soil will bring it more

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HERE IN RICHMOND FOR BIG BUSINESS

Largest and Best Equip-
ped Ice Cream Factory
in Greater Richmond.

THE VELVET KIND
MAKES HOME HERE

An Industrial Story Showing
How Natural and Shipping
Advantages Attract Capital
and Energy—Big Money
Invested in Manufacture
of Ice Cream.

BY FRANK S. WOODSON.

Richmond's natural advantages and its advantageous geographical location bring to it much business in the natural way that its merchants and manufacturers do not have to hustle for. Likewise its splendid location as a distributing point for the best part of the South brings to it new industries that the powers that be and the trade organizations and the real estate hustlers do not have to fight. Sometimes I think there are more Richmond who depend too much on these natural advantages. Possibly it would be better sometimes if we had harder propositions to go up against. Then there might be harder work and little more of it, perhaps.

But be all of that as it may, the fact remains that the advantages enjoyed as a distributing and shipping point do bring here some big things sometimes. Because of these advantages there has been opened in this city during the past week a new industry that is far ahead of anything of its kind in the South and the most complete and up-to-date plant of its peculiar character to be found anywhere in America. And it is simply an ice cream factory, if I may be permitted to use such a name for the new industry that has been located and just put in operation at Jefferson and Cary Streets. The establishment here of that new industry, why it came and what it is, make quite an interesting industrial story, one that may encourage Richmond's hustlers to do a hustling for other new industries.

Ice Cream as an Industry.

The ice cream business has not been regarded as a big industry involving the investment of big money, but in times not far back in the past it was considered something of a minor adjunct to a drug store or a confectionary shop or a hotel or something like that. But in these latter days ice cream making and ice cream selling have become a giant industry, one that requires much capital, much business capacity and a knowledge of the laws of health and the science of pure food and pure feeding. In short, ice cream making and packing and shipping and selling and serving has become something of a science and a very important and far-reaching one too.

Why It Came to Richmond.

Some five years ago A. A. Chapin organized the Purdy Ice Cream Corporation, of Washington, D. C., and established there a large plant. The success of the company was something wonderful, for to-day the plant is making the larger part of the ice cream that supplies the capital of the nation and the outlying districts.

Six months ago Mr. Chapin, who is the president and general manager of the corporation, decided to branch out southward and he looked around for the proper location, wanting one in which he would be in quick touch with a large territory in which to operate. Of course, Richmond attracted attention, and, unheralded by any realty agents or promoters, he came here to look around.

Made Permanent Investment.

Last February he bought for his company an eligible lot at the corner of Jefferson and Cary Streets, and proceeded at once to erect and to equip the finest, most commodious and best arranged ice cream making establishment in the United States. He designed the building himself, bringing to bear the vast knowledge acquired by experience in a number of establishments in which he is actively interested, and by his observation in as many more in which he holds an interest as stockholder. Thus he centered in this plant all of the best qualities brought to him by experience in other plants, and installed all of the latest machinery and paraphernalia. Thus he claims that the plant he has erected in Richmond is beyond question the best and most up-to-date ice cream making plant in the whole country.

Built for the Business.

The building is a large one, three stories in height, and is made of concrete and white brick. In the interior of the building more than 120,000 English white enameled brick are used, and thus, with the aid of hose and the use of much water, the working parts of the establishment are made absolutely clean and germ proof, a feature that I should say is very essential in the making and shipping of ice cream.

The establishment has attached to its own ice making and refrigerating plant. However, no ice is used directly in the freezing and storing or holding of the cream, but all of this is done by refrigeration. Crushed ice is used for packing the cans for delivery and shipment and for keeping after delivery.

Very Costly Machinery.

Every room and department is equipped with the very latest inventions known to be successful in the business, and everything is done by machinery, thus insuring purity. When the cream is received from the dairy farms it is at once standardized, so that "the Velvet Kind," which is the copyrighted name of the product of the factory, will be of uniform richness and quality every day in the year, then from the standardizer it passes to the mixer, and from that time until it goes on the table of the consumer

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